



Idam Infrastructure Advisory Pvt. Ltd.

Task 20 – IEA DSM Programme



Branding of Energy Efficiency

(Final Management Report)

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Agenda



- Background of Task 20
- Case Studies in Branding of Energy Efficiency
- Best Practices in Branding of Energy Efficiency
- Financial Report



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Background of Task 20



- “Branding of Energy Efficiency” was first identified as an area for new work at April 2006 ExCo in Copenhagen.
- At its April 2007 meeting in Seoul, the ExCo agreed that Concept Paper for the Task should be prepared.
- The Concept Paper was presented during ExCo held in Brugge in October 2007. Ten countries indicated interest. Further, the ExCo decided that the proposal be taken to Task Definition stage and work plan be presented at the next ExCo meeting.
- The Task was formally presented to ExCo on April 04, 2008 in New Delhi, India.

- Denmark, India, Spain and United States declared a positive interest while Austria, Finland, France, New Zealand, Sweden and United Kingdom were prepared to give further consideration.
- ExCo accepted the Task as Task 20 of the IEA – DSM Programme.
- India, Spain, France and United States confirmed their participation in the task and signed National Participation Plans.

Primary Objective



The primary objectives of the Task would be to:

“Develop a cogent and comprehensive framework for promotion of energy efficiency branding in electricity markets at different levels of maturity”

Scope and Tasks



- Originally, the Task included following activities:
 - To identify knowledge and attitude of private households in developing electricity markets;
 - To identify the best practices in definition of suppliers of energy efficiency products and services;
 - To identify the potential for energy efficiency products and services in other energy consuming sectors such as agriculture, industrial and commercial, etc.;
 - To identify the potential for programmatic approach towards energy efficiency; and
 - To identify the barriers to branding of energy efficiency;

Developments in Scope of Work of Task



- According to the original work plan, the task was to begin in October 2009 and to be completed within 24 months.
- OA initiated sub-task I and carried out substantial research in this regard.
- Owing to administrative issues faced by the OA, the task was suspended in March 2011
- In 40th ExCo meeting, OA submitted a proposal to restructure the Task and reduced the Task to Subtask V.
- The Executive Committee accepted the proposal of OA and asked OA to restart the work. Accordingly OA restarted the task.
- Task has been restructured to sub task V, this mean submission of the “Report on Best Practices in Branding of Energy Efficiency”.
- The sub-task “Identification of Best Practices in Branding EE” was identified to accomplish the objectives of the task

Sub Task: Identification of 'Best Practices in Branding EE'



Subtask Objective:

- To identify case studies and develop best practices in branding of energy efficiency and to identify role of institutional structures and government support in development of successful branding strategies.

Activities identified under subtasks are:

- Survey of successful efforts in branding of energy efficiency in the participating countries as well as other countries.
- Identify and study interlinkages for different aspects of branding and role of institutional and government support in development of successful branding strategies.
- Develop best practices in branding of energy efficiency
- Identify key lessons which may be adopted in development of successful branding strategies.

Subtask Deliverables:

- A report summarising best practices in branding of energy efficiency.



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Approach and Methodology



Consumer Behaviour and Energy Efficiency



- Energy savings can be achieved through measures targeting behaviour change.
- Regulators worldwide have acknowledged the need to consider consumer behaviour in a serious way while formulating policies and regulations.
- Research on consumer behaviour also point out the link between energy efficiency measures and behaviour is crucially important
- The literature and studies on consumer behaviour define two categories of factors in consumer behaviour: Internal and External.
 - Internal factors
 - Attitudinal factors
 - Habits and routines
 - Life events
 - External factors
 - Personal capabilities
 - Social environment
 - Contextual environment & infrastructures

Governments' Efforts to Influence Consumer Behaviour



- Governments have recognized the need to promoting energy efficiency and sustainable consumption, to support.
- Governments' Efforts to Influence Consumer Behaviour are:
 - Acts and Regulations
 - Standards and Labeling Programs
 - Taxes and Charges
 - Subsidies and Incentives
 - Awareness and Promotional Campaigns
 - Advertising
 - Education for Sustainability
 - Corporate Sustainability Reporting
 - Public Procurement

Brands and Branding Aspects



- Brand refers to the established association with a product in the mind of the consumer. The brand association is achieved through:
 - Name
 - Mark, Symbol, Icon
 - Promises made to the buyer
 - Core values
 - A relationship between the buyer and seller
 - The “moment of truth”
- Branding is about marketing of products and services through activities that attempt to create, reinforce, or change emotions of consumers favourably towards the products.
- Branding involves decisions that establish an identity for a product with the goal of distinguishing it from competitors’ offerings.
- Branding decision is crucial to enhancing the identity of the individual products through the use of unique brand names, symbols and other distinctive association.

Branding Approaches

- Branding approach refers to different strategies for enhancing product identification in the market place.
- The important branding approaches are



Parameter for evaluation of case studies

- Type of Initiative (Labeling programme/Brand development)
- Administrator/Promoter
- Partner Govt. Organization
- Other Partners
- Type of Programme / Initiative (Voluntary/Mandatory/both)
- Target Groups
- Product Covered

Parameter for evaluation of branding strategies in Case Studies

- Branding Message
- Branding Approaches
- Logo
- Communication medium
- Benefits to the Consumers
- Govt. Regimes/Policies in Line
- Consumer awareness
- Certification and Verification Process

Best Practices in Branding of Energy Efficiency



- Design and development of logo/label
- Branding message
- Multimedia marketing
- Marketing campaign
- Partnership with government institutes, energy programmes/initiatives and supply chain
- Partnership with labelling programmes
- Government regulations and regimes
- Sustainability Strategy

Case Studies in Branding of Energy Efficiency



Sr. No.	Case Study	Country	Cateogries	Aspects Covered
1	Star Labelling Programme	India	Programme	Branding of Appliances through Government Directives (Mandatory & Voluntary), Labelling, Campaign & Advertisement
2	Energy Efficient Motors - Baldor Electric Company	United States	Product/ Company	Branding of Product (EE Motor) through Company Strategy
3	Fuel Efficient Cars - Maruti Suzuki India Ltd.	India	Product / Company	Branding of Product (Fuel Efficient Car) through Advertisements (Audio / Visual) and Mass Media Campaign
4	Energy Star Programme	United States	Programme	Branding of Products and Appliances through Government Initiatives (Voluntary), Labelling, Campaign & Advertisement
5	EU Ecolabel	Europe	Programme	Branding of Eco- friendly Appliances, Products and Services through Government Initiatives (Voluntary), Labelling, Advertisement
6	Energy Efficient Lighting Solutions - Philips	Netherlands	Product	Branding of Product (EE Light Fixtures) through Advertisements, Product demonstration, Participation in and Organization of Events
7	Sustainability Initiatives of ITC Limited	India	Company	Branding of Company through Sustainable Initiatives

Apart from these, Spain shared information about two brands developed in Spain namely "AHORRA ENERGÍA CON LA ROJA" and "RED ELÉCTRICA EFICIENTE". However, due to lack of availability of information detailed case studies were not prepared.

Reports for Task XX



- Following two reports were produced as a part of Task XX
 1. Report on Case Studies in Branding of Energy Efficiency
 2. Final Report on Best Practices in Branding of Energy Efficiency
- While Report 1 was circulated in June, Report 2 was circulated in the last week of September
- This presentation covers the select case studies and the findings of Final Report in brief



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Case Studies in Branding of Energy Efficiency





Standards and labelling Programme ...(1/2)

- Govt. of India launched Standards and labelling (S&L) scheme on May 18, 2006. BEE is the developer and administrator of S&L programme.
- S&L programme is one of the five major provisions of EC Act, which forms the basis for implementation of Standards and Labels in Appliances.
- The scheme has been developed in collaboration with all the stakeholders, and aims at providing information on energy performance so that consumers can make informed decisions while purchasing appliances.
- Key objectives of the S&L programme are:
 - Provide information on energy performance so that consumers can make informed decisions while purchasing appliances
 - Make consumer aware of the energy savings potential of available products
 - Cost savings potential of the marketed household and other equipments
 - Create demand in the market for Energy Efficient equipments.
- It provides for certification based on the standards issued by BEE, STAR rating, ranging from 1 to 5 in the increasing order of energy efficiency.

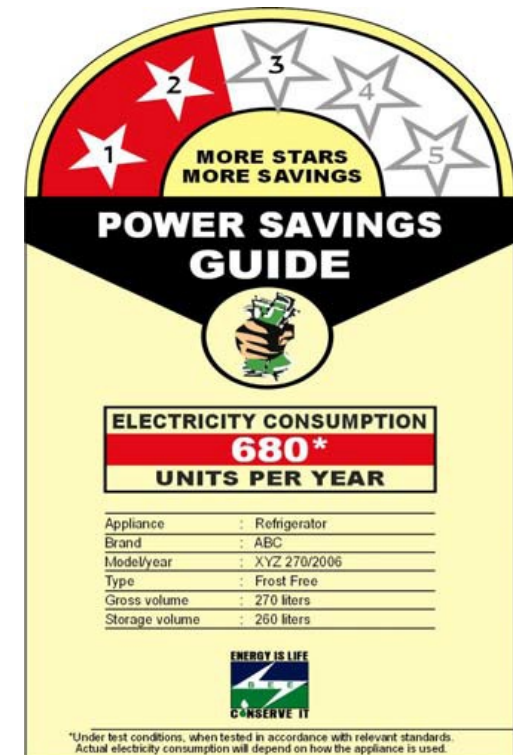


Standards and labelling Programme ...(2/2)

- BEE has selected target products for the energy labelling programme based on following criteria:
 - Appliance uses a significant amount of energy,
 - Appliance contributes to the peak load and
 - Appliance is commonly used in households.
- BEE has launched the programme under both mandatory and voluntary phase.
- Till March, 2013, programme is invoked for 15 appliances, of which 4 are notified under mandatory labelling and other 11 appliances are under voluntary labelling phase.
- Mandatory labelling phase includes Frost Free Refrigerator, Tubular Florescent Lamps, Room Air-conditioners, and Distribution Transformers.
- Products under voluntary labelling phase include Room Air Conditioners, Direct Cool Refrigerator, Induction Motors, Agricultural Pump Sets, Ceiling Fans, LPG Stoves, Electric Geysers, Colour TV, Washing Machine, Ballast and Endorsement Labels for Computer.

Features of Energy Efficiency Label

- Energy efficiency labels are informative labels affixed on products to describe the product's energy performance,
- Different labels design are adopted for different products, however following general information is included in label design:
 - Star Rating
 - Energy Consumption per Year/Energy Efficiency
 - Appliance
 - Brand
 - Model Name/Number, Year of Manufacturing
 - Type
- Label provide consumers necessary data on energy efficiency to make informed choices.
- Energy Design for Refrigerator is shown in Figure



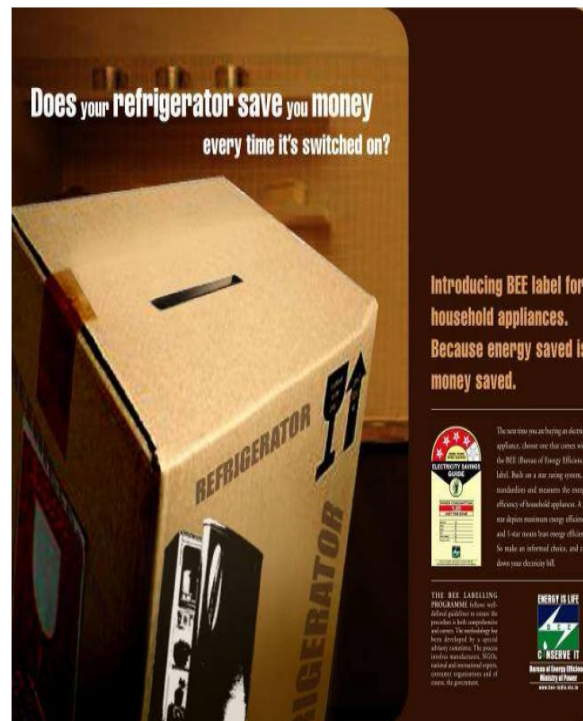
Energy Label Design for Refrigerator



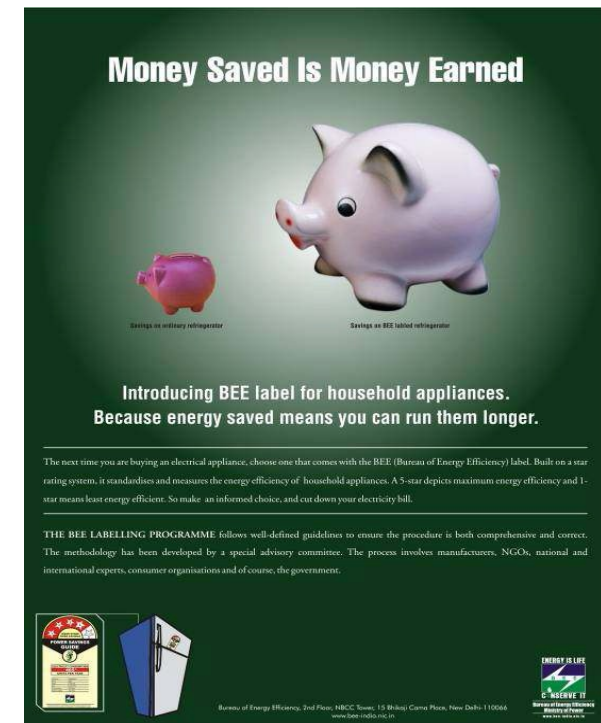
Advertising Strategies for S&L Programme...(1/4)

- Advertisements were prepared and a detailed media plan was developed for the implementation of the S&L programme, taking into consideration the message and the target audience.
- Following three sample communication concepts were tested for their effectiveness in conveying the message of *Energy Savings*.

Concept 1:
Refrigerator
Advertisement



Concept 2:
Piggy Bank
Advertisement





Advertising Strategies for S&L Programme...(2/4)

Concept 3: INR 1000 Advertisement



- Based on the effectiveness study of the three advertisements, a two-level launch was recommended:
 - 1st level to focus on introductory advertisement that explained the Star Rating system and introduced BEE as the agency responsible for labelling system.
 - 2nd level advertising more specific to application of Star Rating System on all household appliances e.g., the Piggy Bank concept was to be disseminated. Product specific advertisements, e.g. the Refrigerator advertisement.
- A bi-polar strategy called Brand Do and Brand Think was recommended. Brand Do dealt with the functional aspects of the benefit. Brand Think dealt with the emotional aspects of the benefit.

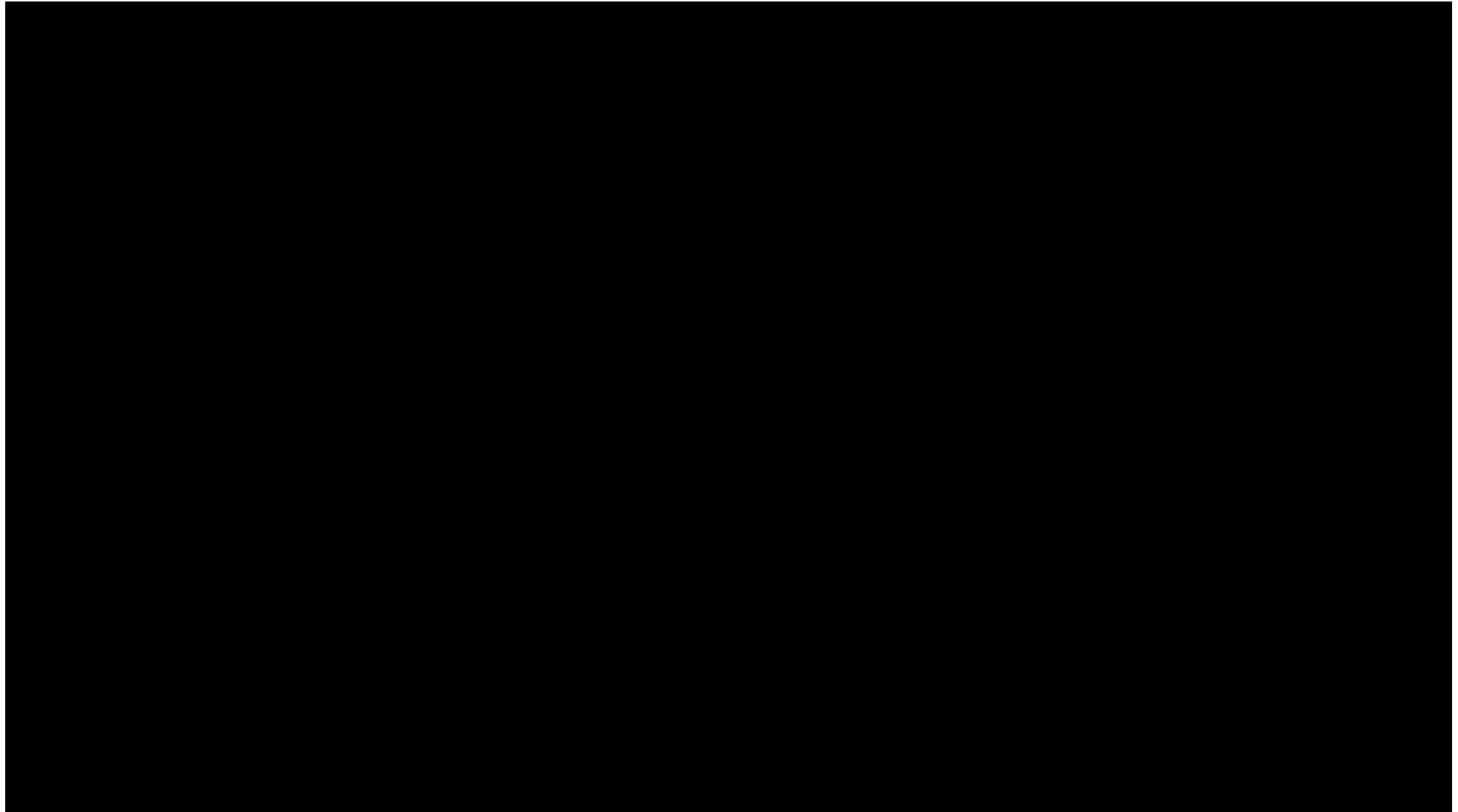
Case Study 1

Country: India



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Star Label Commercial - Paise Bachao





Advertising Strategies for S&L Programme...(3/4)

- “Environmental conservation for a brighter world” was recommended message for all mass media communication.
- A two-phase media plan was also recommended for the S&L programme.
 - 1st phase to focus on greater reach with the message of basic understanding about energy conservation through efficient appliances,
 - 2nd phase to promote STAR label as a tool to mark the level of energy efficiency offered by an appliance and also explain the way to decipher the label.
- BEE also conducted various programmes to promote awareness about the meaning and significance of Energy Label to consumers and major stakeholders. These include
 - Multimedia campaign on the cost- benefit aspects of buying higher energy efficient equipment.
 - Print multimedia and the audio-visuals campaign for creating awareness about energy efficiency and generating market for energy efficient appliances.
 - Half day workshop on National Educational / Awareness Programme on Standards and Labelling for sales executives at various locations.



Advertising Strategies for S&L Programme...(4/4)

- Advertisements were also published in media mentioning the requirement of minimum one star as mandatory to sell products identified under mandatory labelling phase.

BEE STAR LABEL is now MANDATORY!
- for Frost Free Refrigerators, Room ACs, Tubular Fluorescent Lamps and Distribution Transformers

ATTENTION MANUFACTURERS !
W.E.F. 07.01.2010, Sale of Frost Free Refrigerator, Air Conditioner, Tubular Fluorescent Lamp and Distribution Transformer will not be permissible without BEE Label. Minimum 1 Star Rating will be mandatory to sell the product.

BEE Labeling is still in the voluntary phase for Direct Cool Refrigerators, Electric Motors & Pumps, Colour Televisions, LPG Stoves, Electric Geysers and Ceiling Fans.

MINISTRY OF POWER (Government of India)

BUREAU OF ENERGY EFFICIENCY (BEE) (Ministry of Power, Government of India)

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Tel. : 011-26179699 (5-Lines), Fax No. : 011-26179309/52
For any details and clarifications, kindly visit our website : www.bee-india.nic.in

SAVE ENERGY. SAVE MONEY. BEE HAPPY

Now Every Tubular Fluorescent Lamp, Frost Free Refrigerator, Distribution Transformer and Room Air Conditioner will save energy and money for you.

Look for **BEE Star Label** while buying these products

ATTENTION MANUFACTURERS !
Sale of Tubular Fluorescent Lamp, Frost Free Refrigerator, Room Air Conditioner and Distribution Transformer is not permitted without BEE Label. Minimum one Star Rating is mandatory to sell these products.

BEE Labeling is still in the voluntary phase for Direct Cool Refrigerators, Electric Motors & Pumps, Colour Televisions, LPG Stoves, Electric Geysers and Ceiling Fans.

To know more about energy savings, listen to "Bachat Ke Sitare Dost Hamare" on AIR FM Gold-106.4 mhz on every Monday/Thursday between 9.00am-9.15am

MINISTRY OF POWER Government of India

Bachat Ke Sitare Dost Hamare

ENERGY IS LIFE CONSERVE IT

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SAVE ENERGY. SAVE MONEY. BEE HAPPY

Advertising Mandatory use of label on product

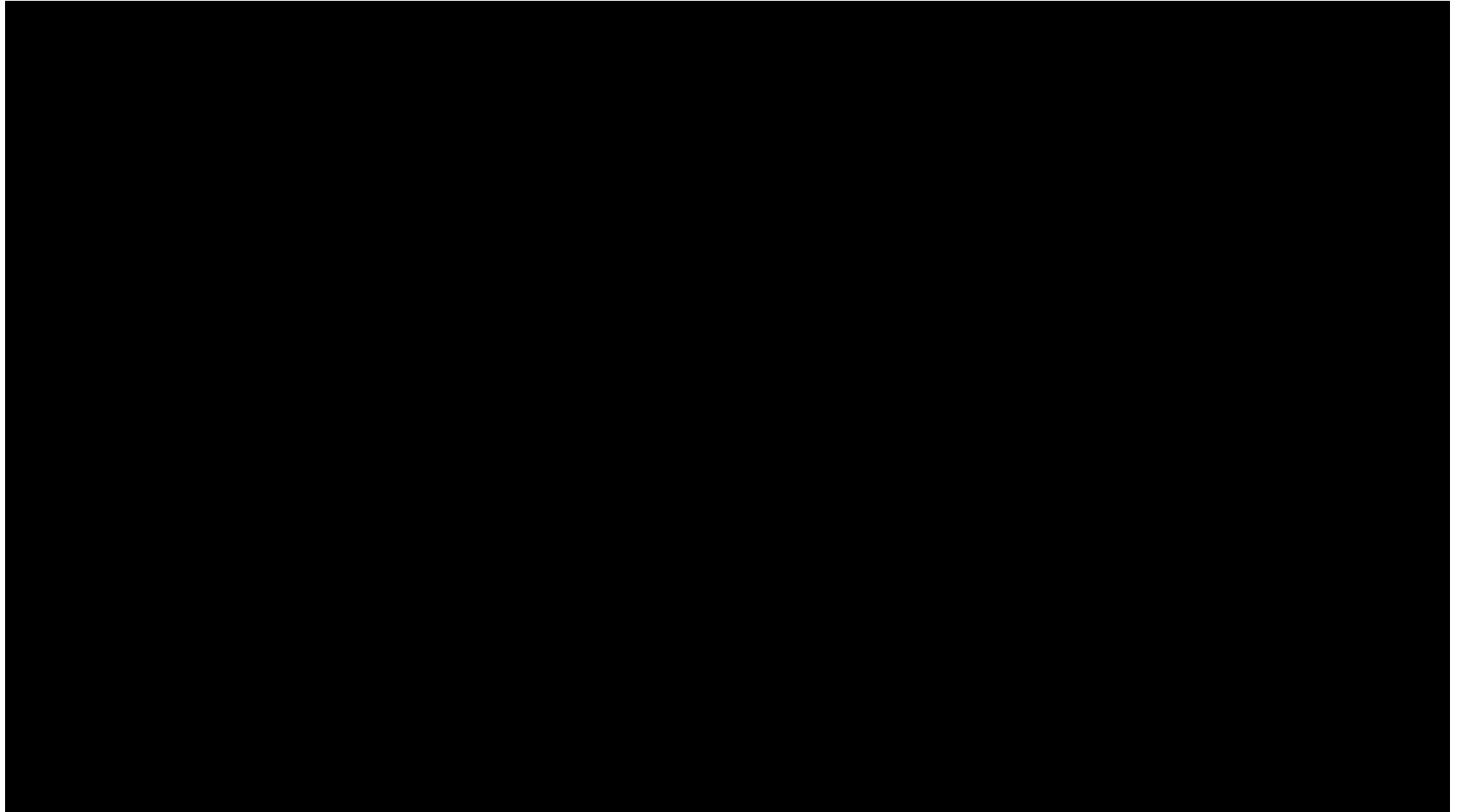
Case Study 1

Country: India



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Star Label Commercial – Save Bijali





Government Regimes and Achievements of S&L Programme

- Government encouraged state agencies as well as utilities to communicate the details and benefits of the labelling program to all consumers. Accordingly, state agencies and utilities issued notification for compulsory use of BEE star labelled products
- Government also demonstrated its commitment by leading the initiative through self-adoption of labelled products
- Impact analysis of Standards and Labelling programme in terms of energy savings and avoided capacity addition were carried out by BEE every year.
- Total avoided capacity generation during 11th five year plan (2007-12) was 7766 MW against MoU Target of 3000 MW, S&L programme contributed about 72% of the total target of BEE in 11th Plan i.e. 5590MW.



Lessons Learnt from S&L Programme

- The effect of well-designed energy-efficiency Star Labels and standards is to reduce wasteful electricity and fuel consumption by household and office-equipment.
- Fair, complete and comparable test procedures are needed to measure efficiency and permit product comparisons.
- General lack of awareness with respect to the nature of energy conservation actions that people can take is partly owing to the lack of information.
- Market share of energy efficient products can be increased through education efforts, development of databases that permit product comparison, financial incentives.
- If the product's quantum of energy saved is marginal in the overall outlay, the advertisements should focus on emotional payoff in the area of energy savings for environmental conservation towards a brighter world.
- Minimum Efficiency standards are a critical step to fully transform markets, locking out inefficient products from returning to the market.
- Once market is transformed to one efficiency level (e.g., high efficiency), efforts can proceed to the next efficiency level (e.g., premium efficiency).



Energy Efficient Motors – BALDOR

- BALDOR is a leading marketer, designer and manufacturer of energy-saving industrial electric motors, mechanical power transmission products, adjustable speed drives and generator sets.
- It was founded in 1920 on the premise that a better motor is one that uses less electricity, and that belief stands true today.
- BALDOR is the largest motor and mechanical power transmission manufacturing company in North America, and its products have exceptionally strong brand recognition for quality and value for customers.
- BALDOR offers a range of products in the various categories such as: AC motors & Controls, DC motors & Controls, Gear products, Motion Control, Servo motors & control, Power Transmission, Linear products, Grinders/Buffers and Generators





EE Branding Initiatives of BALDOR ...(1/3)

- BALDOR has strategically positioned its products by providing high value and quality to its customers, mostly in the industrial sector.
- BALDOR promotes its brand by highlighting the energy savings by its products and conveys that they are the first in Energy Efficiency since 1920.
- In 1976, BALDOR was first to put the ratings of full load motor efficiency on the motor nameplate itself.
- In 1983, BALDOR had introduced its first ever Super- E branded premium energy efficient motor in the market. BALDOR Super E is a registered trade mark of BALDOR, under which a series of premium energy efficient motors are offered.
- Historical Brand Promotional Events of BALDOR





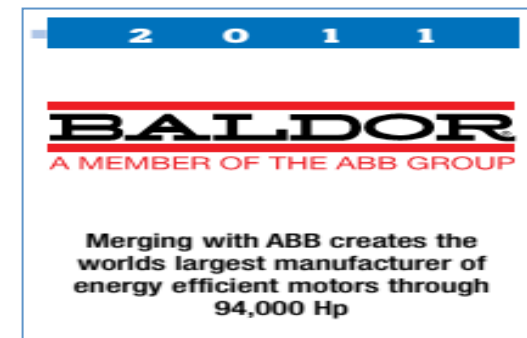
EE Branding Initiatives of BALDOR ...(2/3)

- In 1991 BALDOR was the first one to receive approval by BC Hydro to label its motors under its “Power Smart” programme. This gave an additional recognition for BALDOR in the market place.
- In 1992, BALDOR has taken the energy savings analysis to the next level by creating a software tool called SAVE Software Tool, to reduce the complex calculations involved in the energy savings analysis.
- In 1993, BALDOR introduced the Matched Performance TM Curves. These curves show the continuous operating constant torque speed range that can be produced without exceeding Class F temperature rise in the motor.
- BALDOR is the first motor manufacturer to use MR - moisture resistant wire. Later in 1996, BALDOR launched Inverter Spike Resistant (ISR) magnet wire to all BALDOR motors.
- In line with Energy Policy Act (EP Act), BALDOR introduced a new series of motors named BALDOR Standard- E ® motors with capacity range from one to 200 HP and meeting the new efficiency levels stipulated in the EP Act.



EE Branding Initiatives of BALDOR ...(3/3)

- In 1998, the Standard- E ® line won the Product of the Year recognition, amongst newly released products, from Plant Engineering.
- BALDOR partnered with NEMA in 2001, to reap the benefits of NEMA Premium™ labels on their product line, augmenting credibility of its products.
- In 2003, BALDOR became ENERGY STAR partner to increase its brand visibility.
- In year 2010, ABB acquired BALDOR. BALDOR's leadership in high-efficiency industrial electric motors was one of the main reasons for ABB to acquire it.
- The acquisition of BALDOR advances ABB's strategy to become a leader in the North American industrial motors business and a global leader for movement and control in industrial applications.





Government Regime and Policy for EE Motors

- Electric motors were first regulated in the United States through the EP Act 92.
- In 2005, Congress passed the Energy Policy Act of 2005 (EP Act 2005), which required all federal motor purchases to attain NEMA Premium efficiency ratings
- NEMA Premium motor efficiency ratings are up to several percentage points higher than those of their EP Act predecessors.
- Energy Independence and Security Act (EISA) was signed in to law in 2007, which builds upon the previous EP Act (Energy Policy Act of 1992) updating mandated efficiency standards for general purpose
- It was mainly the government regulations, policies and incentives which caused the large scale market transformation of the energy efficient motors.
- BALDOR had started manufacturing energy efficiency motors much earlier than other manufacturers.



Lesson Learnt from BALDOR

- Industrial product manufacturers are focused on innovations and developing advanced technology and highly efficient products rather than branding efforts.
- Branding strategy of BALDOR “We only lose orders on price, Never on Quality, Never because of Customer neglect, Never because of Time” creates a tremendous credibility for the company's focus on quality over price.
- Government regulations, policies and incentives caused the large scale market transformation of the energy efficient motors worldwide.
- Manufacturers like BALDOR have responded smartly to government policy, rules and regulations, they have been deeply involved in R&D and are pioneering innovations in energy efficient motors.
- Apart from manufacturers’ branding efforts, it is the Government programmes and policies that have been instrumental in making the switch to energy efficient motors possible.



Maruti Suzuki India Limited - India ...(1/2)

- Maruti Suzuki India Limited, leading automobile manufacture in India.
- It was established in February 1981 by Government of India, with the objective of meeting the growing demand of passenger cars.
- It aimed at modernizing the Indian automobile industry, producing fuel efficient vehicles to conserve scarce resources and indigenise the manufacture of utility cars for the Indian population.
- In 1983, the government of India established a tie-up with Suzuki Motor Corporation of Japan to manufacture low-cost cars in India.
- The core values of company include:
 - Customer Obsession
 - Fast, Flexible and First Mover
 - Innovation and Creativity
 - Networking and Partnership
 - Openness and learning



Way of Life!



Maruti Suzuki India Limited - India ...(2/2)

- Maruti Suzuki offers 16 brands and over 150 variants of the car as a passenger vehicle-ranging from Maruti 800 to the latest Life Utility Vehicle, Ertiga.
- Maruti Suzuki manufactures cars in India and sells in the domestic and international markets.
- It has established itself as a reliable brand amongst the masses with its wide range of cars that spell speed and style.
- It has also established an extensive sales and service network covering the length and breadth of the country.
- The service network of the Company includes Dealer Workshops, Maruti Authorised Service Stations, Maruti Service Masters and Maruti Service Zones.
- In FY 2013-14, the company sold a total of 1,155,041 cars -of these, 1,053,689 numbers of cars in the domestic market and 101,352 cars in the international market.



Branding Strategies of Maruti Suzuki...(1/2)

- Maruti Suzuki has established itself as a reliable brand amongst the masses with its wide range of cars that spell speed and style.
- With constant rise in the fuel prices in India, Maruti Suzuki positioned itself as a manufacturer of a range of fuel efficient cars and built its marketing strategies around such a positioning.
- Maruti Suzuki's advertising strategy focused on both building up its corporate image and promoting sales of its cars.
- Its advertising campaigns emphasized different aspects of cars- fuel efficiency, comfort, look, space etc.
- Advertisements of Maruti Suzuki always revolved around their core strengths of an excellent service network and mileage offered by the cars.
- The advertising campaign was carried out mainly through TV Channels, Radio and Print media, Point of Sale communication, Mobile promotions, online marketing and Outdoor promotions.

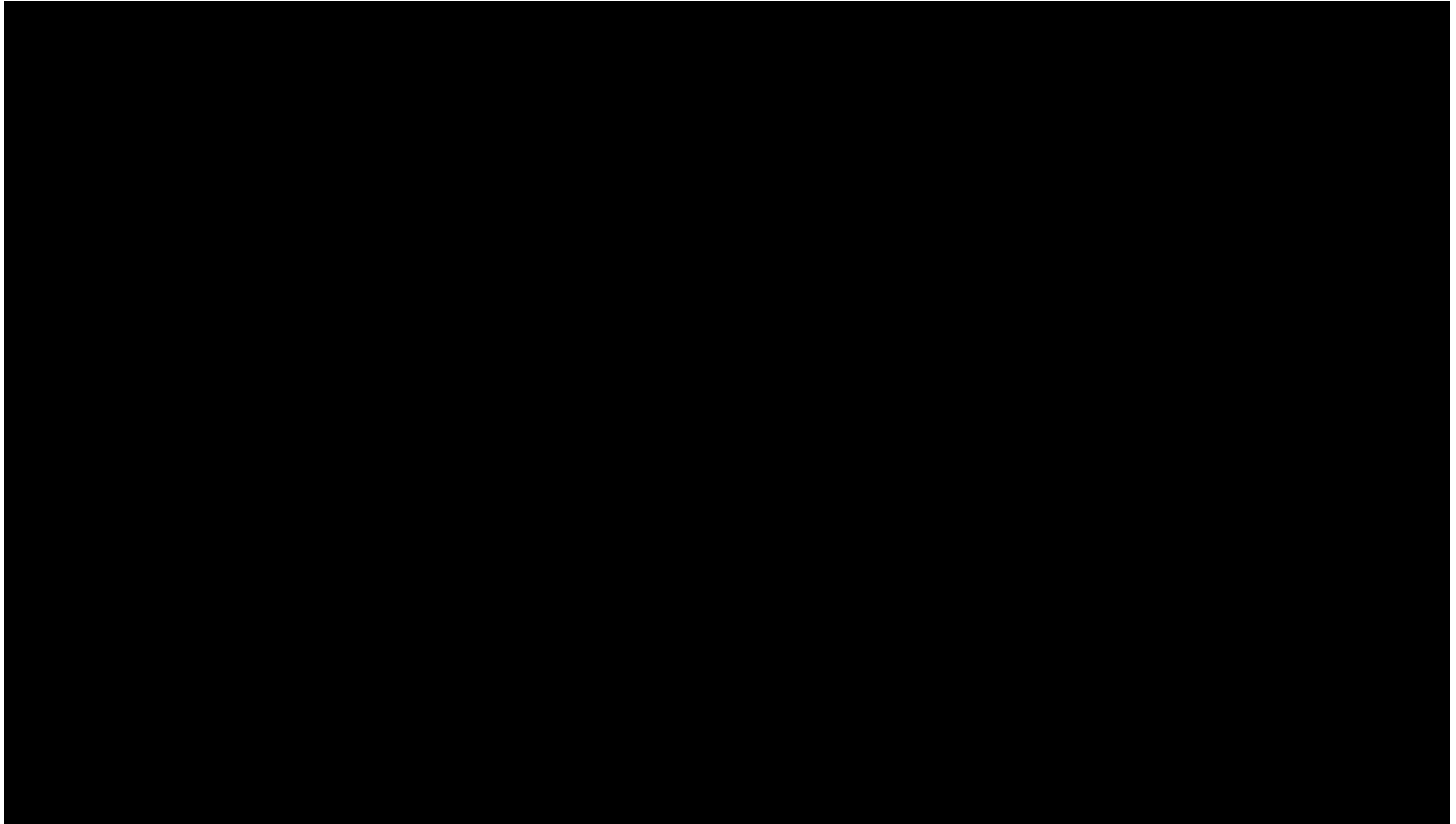


Branding Strategies of Maruti Suzuki...(2/2)

- In 2003, Maruti Suzuki came up with an innovative advertisement campaign with the message “Petrol khatam hi nahi hota”.
- Advertising under “Petrol khatam hi nahi hota” instantly became popular for its simplicity and clear communication.
- In 2010, Maruti came up with its series of advertisements in the media under the “kitna deti hai” campaign. Various TV commercials are published under this campaign.
E.g. Ad of Yacht; Ad of Sci-Fi Aircraft
- Advertising under “kitna deti hai” campaign were related not to a particular car model, it was about the company and about the sound services that Maruti has been providing.
- Primary message of the Company has been energy efficiency

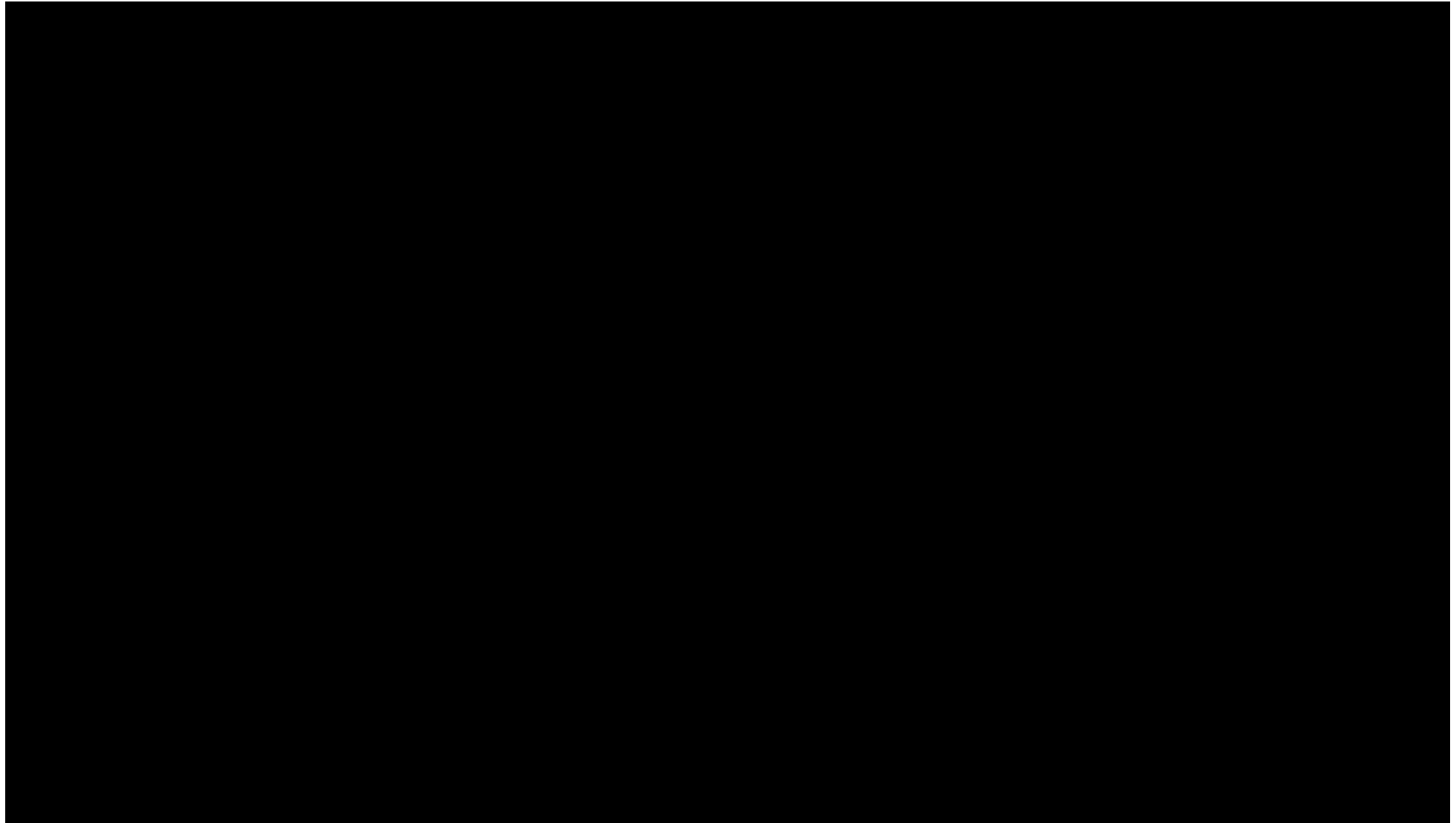


“Kitna deti hai” campaign - Ad of Yacht





“Kitna deti hai” campaign - Ad of Sci-Fi Aircraft





Lesson Learnt from Maruti Suzuki India Ltd

- Maruti Suzuki is good at building brands. It studies the market and targeted customer segments, and designs cars that are suitable for the markets.
- Maruti invests a significant budget outlay for brand building through advertising and promotion- before and after the launch.
- The campaigns are through all possible channels- print and television media, the internet through websites and blogs, and social media such as Facebook and Twitter.
- The company's communication has kept pace with the changing trends and aspirations of the consumers. As a result, it's advertising relates well with its audience by appealing to their heart and head.
- While a few of the individual brands in the company's portfolio have their own positioning, they all draw strength from the core Maruti Suzuki values of trust, reliability and leadership.
- Maruti focuses on creating brand loyalty as it is a more effective to bring in a repeat consumer than to get a new customer or to win a consumer of a rival brand.
- In the process of brand building, Maruti Suzuki focuses on building capacity of their dealers and service network in communicating advantages of fuel efficiency to customers.



ENERGY STAR Programme

...(1/3)

- In 1992, the US Environmental Protection Agency (EPA) introduced ENERGY STAR as a voluntary labelling programme
- This programme designed to identify and promote energy-efficient products to reduce greenhouse gas emissions.
- ENERGY STAR label is established to help:
 - Reduce greenhouse gas emissions/pollutants caused by the inefficient use of energy; and
 - Make it easy for consumers to identify and purchase energy-efficient products
- Since launch, this programme has overcome market barriers and advanced the adoption of energy-efficient products, practices and services in various sectors.
- In 1995, EPA expanded the labelling to more office equipment products and residential heating and cooling equipment.
- ENERGY STAR label is now on major appliances, office equipment, lighting, home electronics and more.





ENERGY STAR Programme

...(2/3)

- In 1992, ENERGY STAR was introduced with simple and rational message “Save Energy and Money”.
- The EPA launched the first broad outreach campaign in 1997, to encourage consumers to look for the ENERGY STAR label. Communication messages prominently featured environmental benefits.
- The Change campaign was launched in 2001. This campaign had an integrated multimedia outreach effort (radio, TV, print). It was identified as the most inspirational campaign in the history of ENERGY STAR programme.
- In 2007, Print campaign was out for promoting ENERGY STAR label. The advertisement in print media carried the message “Join Hand with (Name of the ENERGY STAR Labelled manufacturer) in the fight against global warming.”
- Change the World, Start with ENERGY STAR - Community Level Campaign was carried to make difference in the fight against climate change at community level.
- EPA joined hands with DoSomething.org, Boys & Girls Clubs of America and PTO Today to reach America's youth, and encourage them to get out and "Change the World, Start with ENERGY STAR”.



ENERGY STAR Programme

...(3/3)

- A broad network of active partners is at the heart of the ENERGY STAR programme's success – not only manufacturers and their trade associations, but also retailers, utility and other efficiency programme administrators engaged in promoting energy-saving opportunities to customers.
- To encourage the partners, ENERGY STAR also arranges ENERGY STAR partner meeting to facilitate best-practice exchange, networking, and promotion among manufacturers, retailers and energy efficiency programme sponsors.
- Since 1992, the ENERGY STAR program has served as a trusted source for voluntary standards and unbiased information. Around 18,000 organizations have partnered with EPA.
- ENERGY STAR has cumulatively prevented more than 1.9 billion metric tons of GHG emissions.
- More than 85% of the American public recognizes the ENERGY STAR label and purchased 4.5 billion ENERGY STAR products since 1993



Lesson Learnt from ENERGY STAR ...(1/2)

- ENERGY STAR's brand promise has been clear – superior energy efficiency with comparatively equal or better product performance.
- It has always spoken to consumers in clear and tangible terms that were immediately relevant: save energy, save money and protect the environment.
- EPA has adopted a campaign approach to build brand awareness and become one of the most trusted brands in America. Underpinning its success is a clear and understandable approach to environmental messaging.
- The campaign demonstrates an effective approach-it features everyday American consumers and companies working to fight global warming with Energy Star.
- The campaign approach enables ENERGY STAR to build a strong emotional/rational balance; offering the empowering, inspirational message that average, everyday Americans can help in fight against global warming.



Lesson Learnt from ENERGY STAR ...(2/2)

- A broad range of partners are at the heart of the ENERGY STAR programme's success. Partners including EPA, DOE, and other institutions are directly coordinating with Energy Star programmes.
- ENERGY STAR also has a strong relationship with several other Federal energy programmes which keep supporting ENERGY STAR programme.
- Mix of emotional/rational, inspirational and tangible initiatives have helped ENERGY STAR programme serve as an anchor for many of America's top-rated retailers and manufacturers.
- Success of ENERGY STAR thus far is due in equal part to the vision and guidance of EPA and DOE, and the hard work of the programme partners



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Best Practices in Branding of Energy Efficiency



Best Practices in Branding of Energy Efficiency



- Design and development of logo/label
- Branding message
- Multimedia marketing
- Marketing campaign
- Partnership with government institutes, energy programmes/initiatives and supply chain
- Partnership with labelling programmes
- Government regulations and regimes
- Sustainability Strategy

- Branding can be effectively used for promotion of energy efficiency, it can address the information barrier about energy efficiency and will incentivise the consumer for adoption of energy efficiency in day to day life
- None of the case studies discussed in Task reveal effective use of Social Media, it is envisaged that future branding efforts would use social media intensively
- Branding strategies are to be in line with business development strategies and the type of consumer market.
- The individual and umbrella branding approaches can be adopted for products and programmes respectively.
 - For energy efficiency programmes and initiatives administrated by government organization, the umbrella branding approaches would be more effective.
 - For the manufactures' and service providers', the branding of individual product/ service would be more appropriate.
 - For promotion of the company's image as a manufacturer of energy efficient products and to promote the overall business, the umbrella branding approach could be adopted.

- Development of regulation and programme frameworks have been identified as effective tools, which result in the large scale deployment of energy efficiency.
- Effective branding strategies improve return on the investment in R&D by manufactures and service providers. This could also help them in becoming pioneer in energy efficiency.
- Credibility of energy efficiency products and services can be increased by labelling programmes such as ENERGY STAR, Star Label etc.
- Sustainability is a composite concept; it involves not only energy efficiency but also environmental and social aspects over the long run.
- Branding strategies will need to focus on the sustainability aspects of the product being offered. However, impact of using sustainability concepts in branding is not known.

- Mandatory and Voluntary labelling programmes may be successful: However
 - Mandatory labelling is likely to be successful where consumers are highly sceptical, and producers are mostly using a non/low standard technology.
 - Voluntary labelling system is more likely to succeed, where consumers are not averse or even may go for energy costs reduction associated with standard product
- Very little data exists regarding compliance of standards both in mandatory and voluntary labeling schemes.
- Knowledge sharing and partnerships are critical for S&L programmes.
- Culture matters a lot.
- Consistent and continuous campaigns are required to ensure that message reaches the right audience and is able to influence decisions.
- Very few successful private branding strategies depended on government driven/ sponsored programmes.

Limitations of the Study



- This report is limited to the study of branding practices and strategies adopted for promotion of energy efficiency, eco-friendly and sustainable products.
- Report is based on secondary sources of information.
- It may be noted that very little statistical data exists that could related to branding paramter and its impact on branding.
- Study of branding and brand development strategies involves a detailed understanding of the process of brand development and formulation of branding strategies; such information is not readily available in the public domain.
- Study looks at the effect of branding at a broader level and does not assess the impact of particular strategies.
- Consumer behaviour and response is crucial to the success of branding practices in energy efficiency. An appreciation of consumer behaviour towards energy efficiency has been largely derived from research reports and not through a direct study.



Idam Infrastructure Advisory Pvt. Ltd.

Financial Report



Financial Report – Receipts & Expenditure



- Original budget for the Task 20 was Euro 330400, however it was reduced to Euro 123900 considering the revision made in the deliverables and time frame .
- As on February 14, 2014, OA has spent around Euro 141765 which is higher than revised budget of Euro 123900 on the Task. The details of expenditure are as given below:
- Total expenditure is estimated to be in the range of Euro 170,000.

Sr. No.	Item	Expenditure
1	Task Definition Phase	4400
2	Sub Task 1	16534
3	Sub Task 2	11609
4	Sub Task 5	42515
5	Administrative	56967
6	Task Expert Meetings	9740
	Total	141765

Request to the ExCo



- ExCo is requested to approve final management report

Thank You



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EU Ecolabel

...(1/2)

- EU Ecolabel also referred to as the “Flower” was launched in 1992 under the administration of European Commission, DG Environment.
- This scheme is part of the European policy on sustainable consumption and production
- It is voluntary scheme designed to encourage businesses to market products and services that are kinder to the environment and for European consumers
- EU Eco-label aims to promote products with reduced environmental impact compared with other products in the same product group.
- Products and Services awarded the EU Ecolabel carry the Flower logo, allowing consumers to identify them easily.
- The label is available to Manufacturers & service providers, Importers and Retailers
- EU Ecolabel illustrates perspective derived from the viewpoint of both manufacturers/retailers and Consumers/shoppers.
 - For manufacturers and retailers, it gives added value to their products and a competitive advantage in the growing market of green goods and services.
 - For shoppers, it is a reliable symbol of environmental care.



EU Ecolabel

...(2/2)

- EU Ecolabel criteria for products focuses on the stages where the product has the highest environmental impact.
- EU Ecolabel currently covers a wide range of products and services - Beauty care, Cleaning, Clothing, Paints and Varnishes, Electronic Equipments, Floor Covering, Furniture, Gardening, Household Appliances, Lubricants, Other Household items, Paper Products, Holiday Accommodation etc.
- “Ecolabel Suits You” campaign aims to raise awareness of the EU Ecolabel logo and changing consumer attitudes by making a conscious decision when it comes to the choice of products.
- EU Ecolabel Month Campaign is held every year from mid- September to mid-October with objective to increase the knowledge amongst consumers of the EU Ecolabel



Lesson Learnt from EU Ecolabel

...(1/2)

- EU Ecolabel programme pursues the goal of improving environmental and social conditions through promotion of environment friendly products.
- Ecolabel programme provides an effective baseline within industry sectors by encouraging best practice and providing guidelines that companies must meet in order to meet a certified standard.
- Ecolabel programme has been far more successful than other private supported programmes.
- Government support has helped Ecolabel programme increase its credibility and recognition, and also improve its financial stability, legal protection and long-term viability.
- Ecolabel provides a ready to use platform for branding of products.
 - For well-known brands, Ecolabel works as a complement in their branding strategy and can be a quick route to a better image.
 - For new brands, Ecolabel can work as a tool to get into new market channels.



Lesson Learnt from EU Ecolabel

...(2/2)

- Ecolabel is marketing tool to build market share for the world's most sustainable products.
- Ecolabel is used to drive value by winning large institutional contracts and responding to growing retail demand for certified products.
- Long-term competitive advantage can be gained by using certification and eco-labelling to raise the visibility of sustainability initiatives, achieve ambitious sustainability targets, and strengthen the corporate reputation.
- Consumer expresses clear preference for eco-labels because of the following reasons:
 - Comes with endorsement of Government as environmentally sound.
 - Based on scientific merit and justification, uses recognized scientific tests that yield clear results and can be easily documented.
 - Uses a Multi-attribute, Life cycle Assessment.
 - Covers a wide range of product groups - from soaps to shoes and paints to paper.



Energy Efficient Lighting Solutions - Philips...(1/2)

- Philips is a diversified health and well-being company, focused on improving people's lives through timely innovations.
- It integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity".
- Company is a market leader in equipment for cardiac care, acute care and home healthcare, energy efficient lighting solutions as well as lifestyle products.
- Philips provides advanced energy-efficient solutions for all segments - road lighting, office & industrial, hospitality, and home - and has been instrumental in delivering sustainable and environmental-friendly lighting technologies and initiatives to the marketplace.
- It is a leading lighting solutions and applications provider for both professional and consumer markets.
- With the new lighting technologies and the increasing demand for energy efficient solutions, Philips continues to shape the future with innovative new lighting applications.
- Philips is benefited by globally government policies and programmes which have given a huge impetus to the CFLs and LEDs markets



Energy Efficient Lighting Solutions - Philips...(2/2)

- Philips has launched the brand promise - “sense and simplicity” - in 2004. This brand promise encapsulates Philips' commitment to deliver solutions that are advanced, easy to use, and designed around the needs of all users and customers.
- “The Joy of Extra Brightness with Philips Lighting” - in this promotion campaign, Philips presents the claim that they understand the importance of light in customer's life and had brought lights that give 20% more brightness to add to joy of the special moments.
- “See How Lighting Can Makeover Your Home” - in this branding approach, Philips offers consumers a range of real home videos from different locations. Consumer can watch these videos and select the appropriate lighting style for their house.
- Philips has developed the “Philips Lighting Hub” for service to its consumers. This app shows inspirational projects and also offers consumers the details of a complete professional lighting portfolio in one go.
- Philips participated and won the L Prize, in the competition organized by U.S. Department of Energy, as the Philips solution meant big energy and environmental savings, and represented a major technological leap forward for LED lamps.



Lesson Learnt from Philips

- Government programmes and policies have been instrumental in making the switch to energy efficient lighting possible.
- US Government's L Prize® technology competition is good example for measures to encourage manufacturers as well as promote consumer preference for energy efficient lighting.
- Philips has responded positively to government regulations and labelling policies and has been deeply involved in R&D to pioneer innovations in lighting products. The company has seen significant success in innovative lighting solutions.
- Branding strategy of Philips has been more like 'we have products that meet your every lighting need'.
- Philips is more focused on innovations, advanced technology solutions and highly efficient products rather than on branding.
- Philips has introduced 'hue lighting' - bulbs that work on Wi-Fi and can be controlled through applications on smart phones and tablets.
- Philips has also developed "Lighting Hub App"; it inspires the consumer to opt for a particular lighting solution and offers information on the professional lighting portfolio in one click.



Sustainability Initiative of ITC Ltd. ... (1/2)

- ITC Limited (ITC) is an Indian conglomerate, it was formed on August 24, 1910.
- It has a diversified presence in Fast Moving Consumer Goods (FMCG), Hotels, Paperboards and Packaging, Agri Business and Information Technology businesses.
- It aims at delivering societal development in the context of its businesses and works in partnership with farmers and communities to implement large-scale social investment programmes.
- ITC's strategy is to ensure that each of its businesses is world-class and internationally competitive in the Indian market in the first instance and progressively in the offshore global markets.
- ITC endorses the idea that a company's performance must be measured by its triple bottom line contribution to building economic, social and environmental capital.
- The triple bottom line strategy of building economic, social and environmental capital involves:
 - Embedding Sustainability in Business
 - Investing in Social Development
 - Adopting a Low Carbon Growth Path and a Cleaner Environment Approach



Sustainability Initiative of ITC Ltd. ...(2/2)

- ITC has developed e-Choupal and Social & Farm Forestry business models promoting sustainability in their businesses.
- ITC has spearheaded a large scale social investments programme. Some of ITC's significant initiatives are: Integrated Watershed Development Programme, Women's Empowerment Programme, Primary Education Programme and Livestock and Animal Husbandry Programme.
- Adopting a low carbon growth path and a cleaner environment approach includes use of renewable energy sources, LEED Platinum Certification of premium luxury hotels and implantation of waste management programme.
- ITC is an exemplar in sustainability and is the only company in the world amongst companies of comparable size to be Carbon, Water and Solid Waste Recycling Positive.
- ITC developed sustainability app demonstrates the company's endeavours in sustainable business practices



Lesson Learnt from ITC Ltd.

...(1/2)

- ITC has designed and implemented innovative strategies to create sustainable value chains linked to its businesses that encompass some of the most disadvantaged sections of society, especially those residing in rural India;
- ITC has crafted innovative business models that create larger and long term value by not only generating new sources of competitive advantage for its businesses, but also in the process augmenting environmental capital and sustainable livelihoods for the nation;
- ITC's business-linked sustainability initiatives and social investment programmes have transformed large swathes of rural India;
- ITC's triple bottom line performance is a reflection of its vision and commitment to create long term stakeholder value;
- Women's Empowerment Programme, enabling women to earn independent incomes has a positive impact on their families and communities.
- ITC works in partnership with farmers and communities to implement large-scale social investment programmes that have enhanced incomes and improved the quality of life through the creation of sustainable livelihood opportunities;



Lesson Learnt from ITC Ltd.

...(2/2)

- The water conservation, watershed development and rainwater harvesting projects not only improve the sustainability of their agri related businesses, but also create sustainable livelihoods for a large number of marginal farmers;
- Social Forestry Programme enabling pulpwood plantations has increased the biomass cover and has a salutary effect on agricultural production by preventing soil erosion, and recharging groundwater;